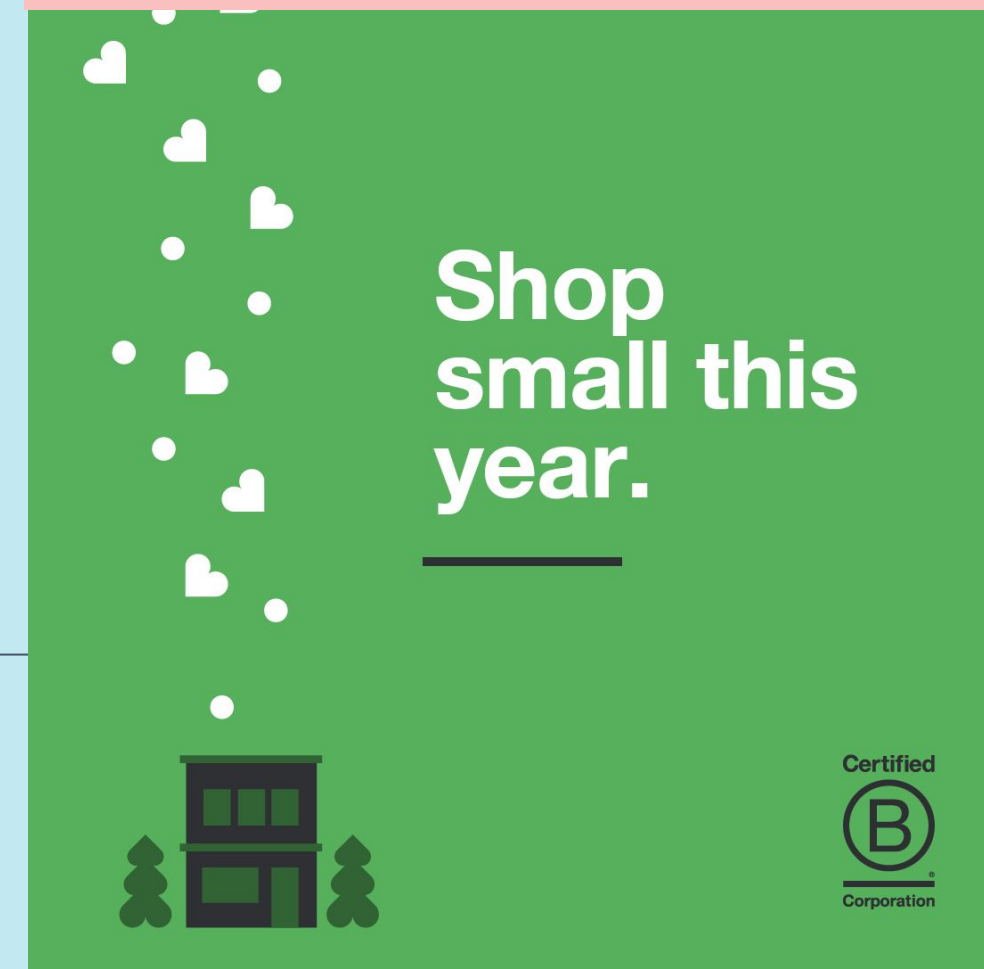
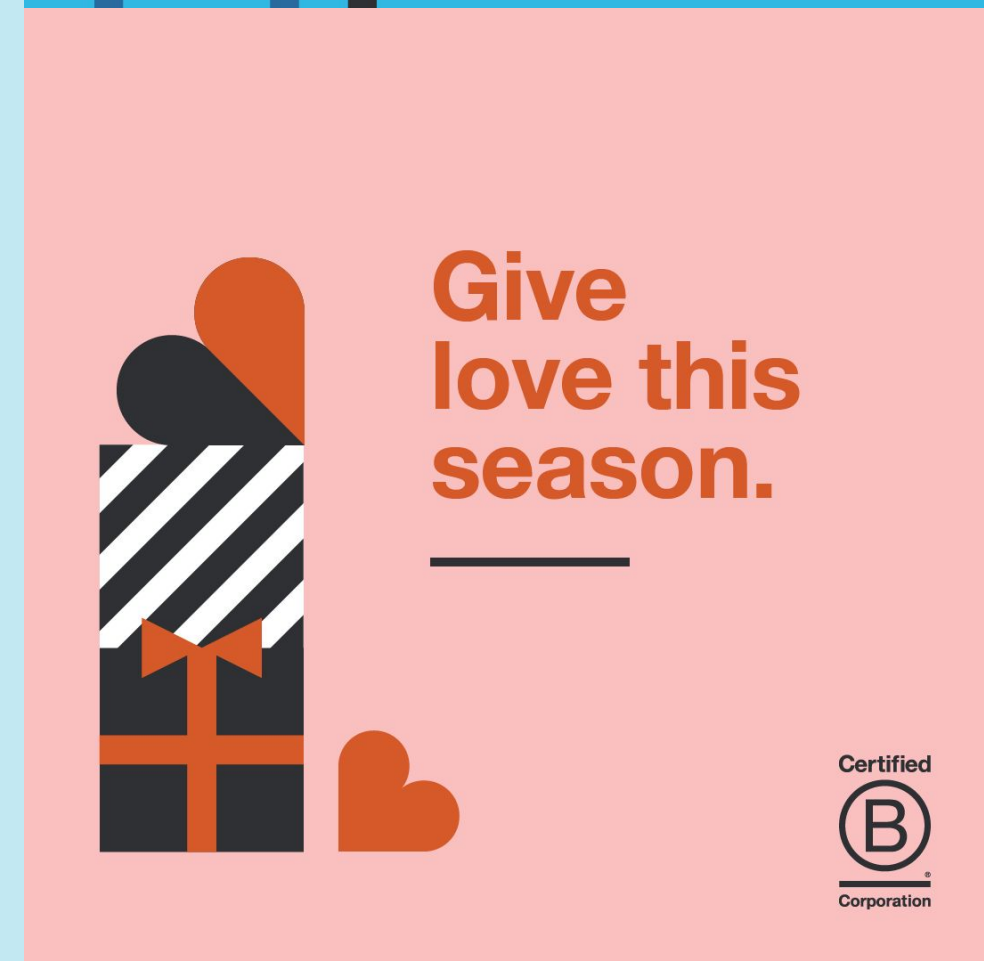




Give Love: Holiday Toolkit

2020



Toolkit Contents

1

Campaign overview

The purpose and inspiration behind this holiday mini-campaign, and how your B Corp can participate.

2

Holiday assets & sample language

Ready-to-go sample social posts to share with your audience or start your brainstorming process.

3

Activation inspiration

See how other B Corps participated in our holiday campaign last year.

4

HR & Campaign Best practices

A few tips to build B Corp awareness during the holiday season and make this mini-campaign a success.

Campaign overview:

At the end of a long year, we could all use a little extra love. Behind every B Corp product is a love for community, people, and the environment, so show your love with a gift made with love. We invite you to connect with your customers this holiday season and celebrate what's special about your company as a B Corp. The B Corp message is a great way to tell your customers why they should be proud to give your products and services to their loved ones.

Kickoff: Friday, November 27 (Black Friday) marks the first day to use holiday assets, but incorporate them whenever best fits your marketing calendar.

We invite you to collaborate in the following ways:

- Nominate one of your products or services for our holiday gift guides. Be sure to tell us how it's made with love!
- Encourage your audience to #GiveBCorp #GiveLove. We have gorgeous visuals and compelling copy ready to use or customize.
- Share how your company gives love with a takeover on our Instagram account.
 - P.S. We recently changed some of our social media channels. Now you can find us as @bcorpuscan on [Instagram](#), [Facebook](#), and [Twitter](#).

We hope this holiday toolkit will provide an easy way to add B Corp messaging to your content calendar during this busy season!

Gift Guides & Instagram Takeovers:

Holiday Gift Guides:

We will be releasing a series of themed holiday gift guides throughout the next couple of months. These guides will be available online, shared on B The Change and on our social channels. We are currently looking for B Corps to feature in one of the themed gift guides.

12 Days of Takeovers:

Starting on November 27, we are inviting one B Corp per day to take over our Instagram account for 12 days. This is an opportunity for your B Corp to share your mission and how your company gives love.

If you'd like to participate in either of these, please complete this [form](#).

New holiday assets & example posts

[Download Assets Here](#)



“Give Love” (General Campaign)

This holiday season, give a gift made with love. We are a Certified B Corporation which means that every one of our products is made with love for people and respect for the planet.

#GiveBCorp #GiveLove

“Find Comfort”

‘Tis the season to B jolly! As a #BCorp, we find comfort in our global community of businesses making a difference. What do you find comfort in?

#GiveBCorp #GiveLove

New holiday assets & example posts

[Download Assets Here](#)

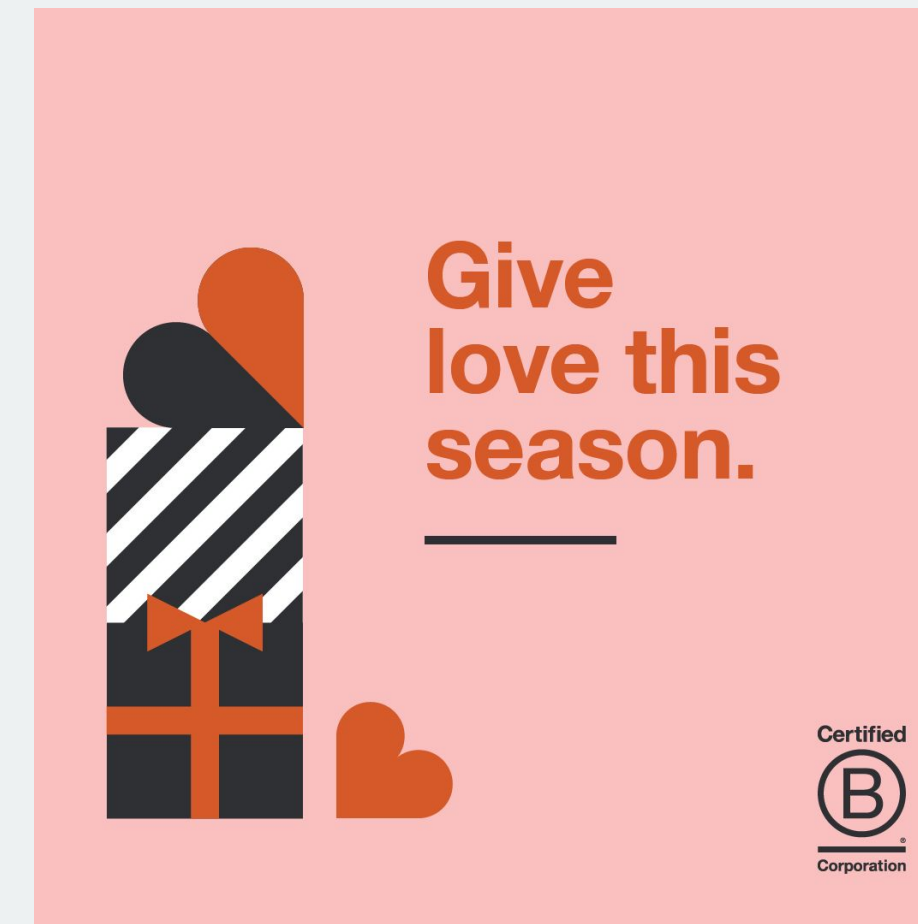


“Shop Small” (Small Business Saturday)

It's been a tough year, especially for small businesses so now more than ever, we need to come together. Give love by shopping small this holiday season.

When you give #BCorp gifts like ours, you are giving a symbol of hope and resilience. You are giving a gift that supports local communities, real workers, and families.

#GiveBCorp #GiveLove #SmallBusinessSaturday #ShopSmall



“Give Love” (Giving Tuesday)

#GivingTuesday is an opportunity for all of us around the world to create change through unity and giving. There are many ways to give: from donating to organizations that make an impact to giving B Corp gifts made with love, we all can give something today.

[Company Name] is a #BCorp and we have given / are giving / have participated in [Insert 2020 giving statistics, giveback programs or initiatives].

#GiveBCorp #GiveLove

New holiday assets & example posts

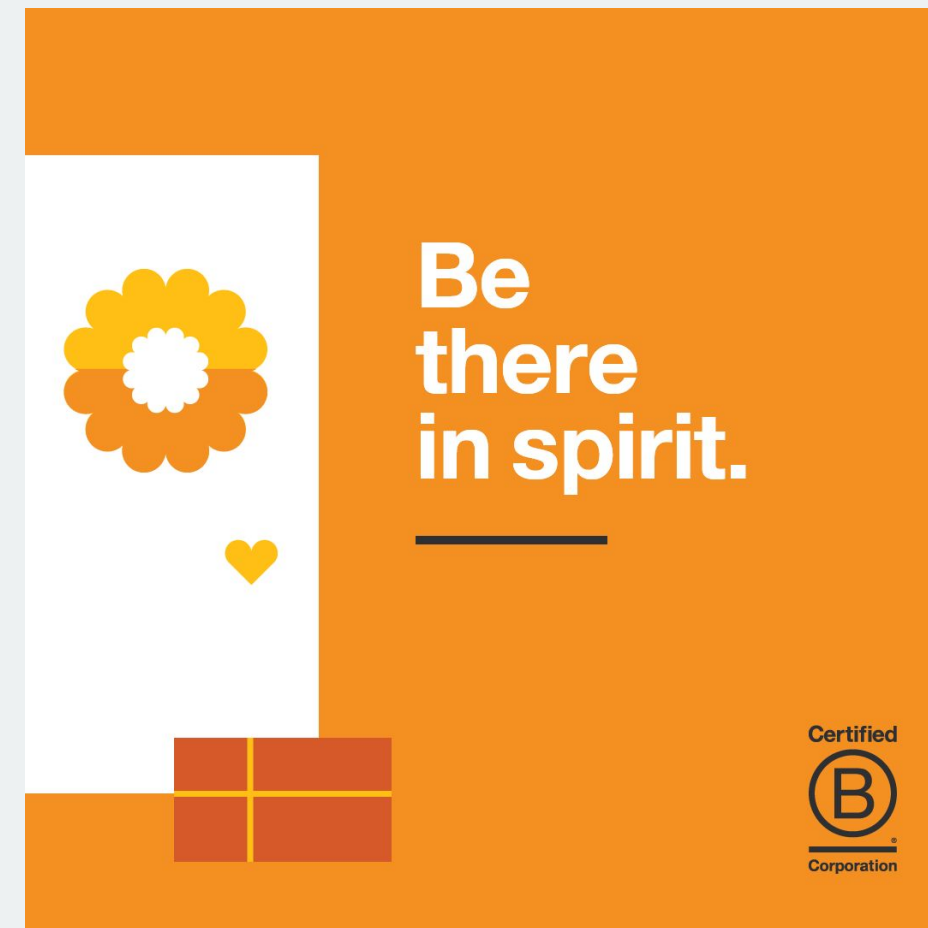
[Download Assets Here](#)



“In Spirit” (Distance)

Even from miles away, #GiveLove this winter. Love comes in all shapes and sizes: as a heartfelt letter, as a thoughtful present, and as quality time with the ones you cherish — whether in person or in spirit.

#GiveBCorp #GiveLove



“In Spirit” (Gifting)

Give gifts made with love for the people you care about. Give B Corps!
#GiveBCorp #GiveLove



“In Spirit” (Heartfelt)

Like so many other things this year, the way we celebrate the holidays may look different. While our traditions, get togethers, and giving may not be the same, we still have the chance to give love to one another.

#GiveBCorp #GiveLove

Let's Collaborate!

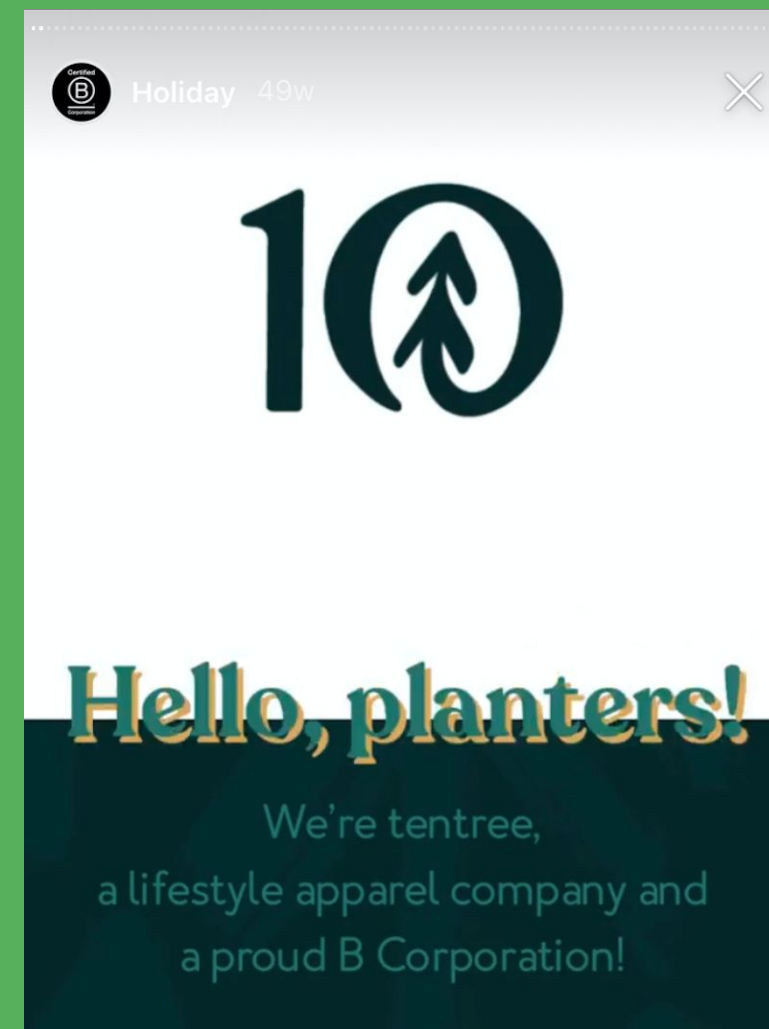
Collaborate with other B Corps and share your great work on the [B Hive](#):

- Consider partnering with another B Corp for a Giveaway
- Consider highlighting other Bs in your activations
- Share your success stories so others can learn
- Partner with other B Corps for charitable giving

Download Holiday Toolkit [materials](#):

- Ready to use assets and copy for easy additions to your existing content calendar
- Utilize for social collaborations
- If the imagery isn't onbrand, feel free to still spread the message

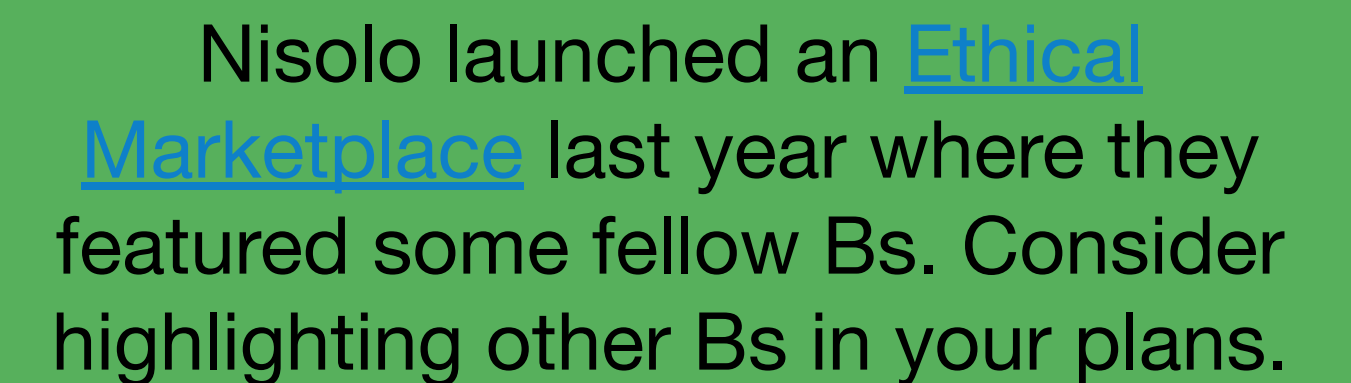
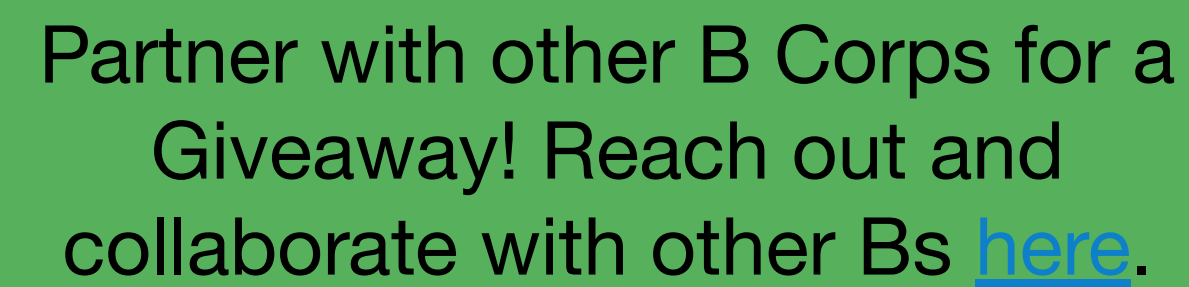
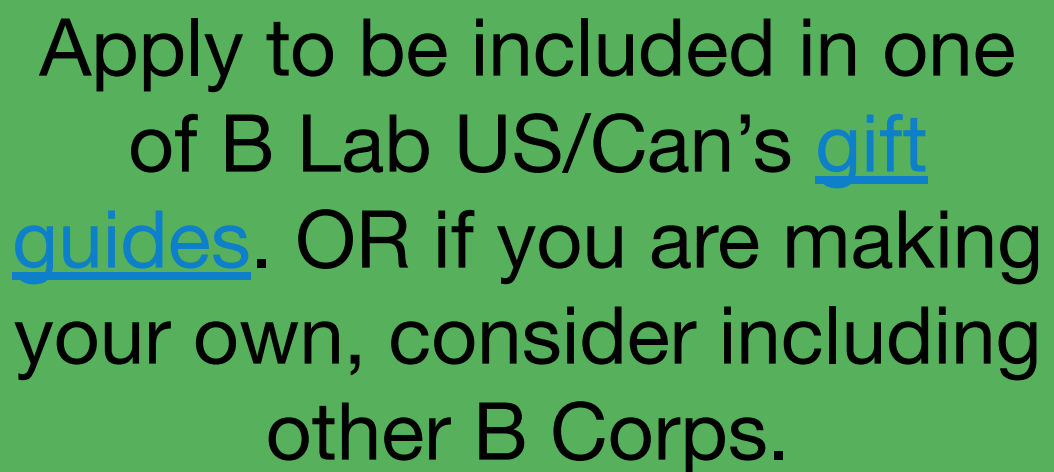
Examples for your consideration



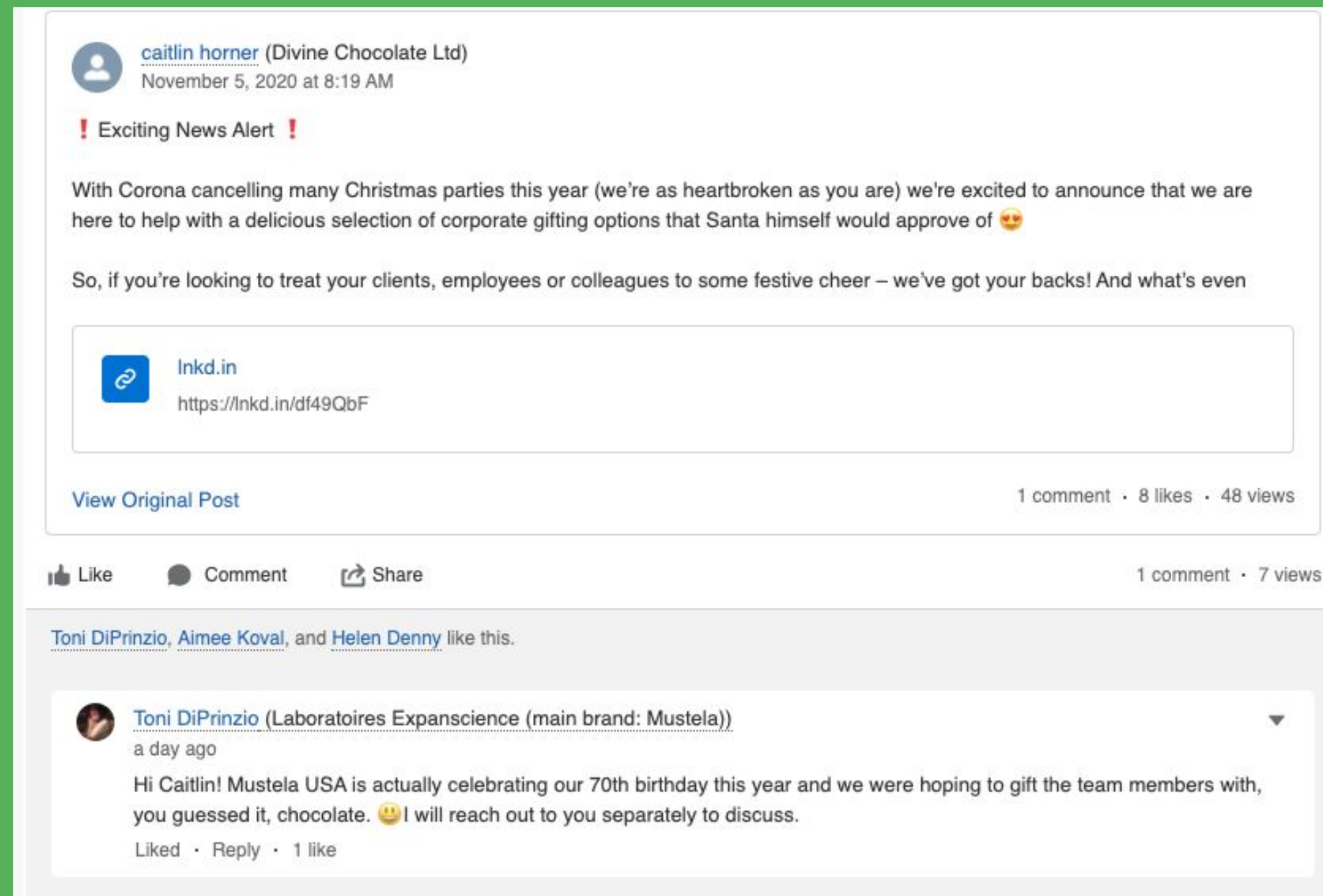
SheaMoisture and Tentree hosted Instagram takeovers last year and did a great job speaking to their mission. Consider applying [here](#).



Consider highlighting your B Corp certification in a print ad or creating an all B Corp Gift guide, like this one in Parade.



Corporate gifts



Sending gifts to employees or partners?
Consider buying B! Check out the discounts
and offers on the B Hive.



Natura posted their corporate gift
options on the B Hive. See more
[here](#).

HR Best Practices

- Buying gifts for your employees? Consider buying B Corps and especially buying from BIPOC owned Bs. Check out the [discount page](#), [directory](#), or the [asks/offers page](#).
- Encourage your employees to take advantage of the B Corp discounts they have access to!
 - If you are in the financial situation to do so, consider listing a discount of your own for the B Corp community.
- Share the gift guides (as they are published) with your team for further gift inspiration.
 - We always recommend subscribing to the [B The Change email](#) to add a little weekly joy about the power of business to do good. This could be a good opportunity to share with the team while ensuring folks receive these gift guides.
- Encourage your marketing team to partner with other like minded businesses– they can engage on the [Holiday Collaboration](#) B Hive group.

Campaign best practices

- Not every B Corp sells consumer products, but every B Corp has an inspiring story to tell. Share your unique B Corp story and how you use business as a force for good — people want to know!
- Do you have a favorite fellow B Corp you'd like to spotlight to your audience? Spread the love and tell your social channels how you're spreading love with your own purchases and partnerships.
- Please include the hashtags *#GiveBCorp* *#GiveLove* so we can see the great work you're doing!
- Find an always-updated folder of active B Corp assets (including logos and Brand Standards) on Image Relay.

Additional updates:

- Save the date for our end of year community gathering on December 15. More details coming soon!
- Please take a moment to fill in the US/Can [Community Census](#).
 - This information is vital for us to better understand our community and reach the right audiences.
- Identify as Black, Indigenous and/or a Person of color? Attend the upcoming BIPOC Networking event on November 30th. Sign up [here](#).
- Check out our updated [folder](#) of active B Corp assets (including logos and Brand Standards) on Image Relay.

Together, we are resilient.

This has not been the year any of us expected, but B Corps have stepped up and come together more than we ever could have imagined.

**On behalf of the entire team at B Lab U.S. & Canada,
thank you for your commitment to this community.**